ARS GRATIA ARTIS
METRO-GOLDWYN
PICTURES

Thi

are the pic

ma

Metro

The Talk of

SE
TURES that
de
...ozzz
...ndustry

Dedicated *to the Motion Picture Industry, the greatest factor for progress in the social life of to-day: this book is an example of the Sincerity, Honesty, Truth and Enterprise which animates the Industry and urges us on to greater achievements.*

$100,000,000 SCREEN MERGER UNITES METRO, MAYER, GOLDWYN COMPANIE

DEALS CONSUMMATED IN NEW YORK AT CONCLAVE OF MOVIE EXECUTIVES

65 MILLION FILM MERGER FORMED

New Metro-Goldwyn Corpora- tion Swallows Metro, Goldwyn and Louis B. Mayer Cos.

LOEW HEADS ORGANIZAT

smopolitan Productions Distributed—Culver C Make the Picture

METRO-GOLDWYN MERGER HAS BEEN COMPLETED IN A $60,000,000 MOVIE DEAL

New Arrangement Makes Marcus Loe Extensive Theater Owner in World; A B. Mayer in New Company.

(By Universal Service.)

New York, April 18.—One of the greatest motion picture bines in the world was formed here Thursday when Metro Pi Goldwyn Pictures and Louis B. Mayer company were merged corporation represents 60 million dollars

Under the new arrangement Marcus Loew becomes one of t most extensive theater owners on earth, having an interest in mor than 500 motion picture houses in the United States and a half terest in the Capitol theater, one of the biggest houses in Rock

Negotiations have been in progress some time and were concluded day when F. J. Godsol, presi Goldwyn, and Loew, president signed the contract.

wyn officials have bee the board of dire Edwa

circuit of houses in adjacent territory than twenty wyn owns Much

$65,000,000 MOVIE MERGER COMPLETED

Loew Heads Combina- olving Three Studios 350 Theatres.

3 BIG FILM COMPANIES IN MERGER

NEW YORK, April 18.—Metro- picture, the Goldwyn Pictures the Louis B. Mayer compa- ion picture produc ith a combined

merged with Marcus Loew at the head of consolidation, it was an The amalgamat support of the Loew and C and about

THREE MOVIE FIRMS MERGE

Marcus Loew to Head Consolidation of Metro Goldwyn and Mayer

METRO-GOLDWYN MERGER EXCITES ENTIRE INDUSTRY

Amalgamation of Interests Creates Strong Factor in Production Distribution and Exhibition

WILL REDUCE OVERHEAD.

MARCUS LOEW DECL

Head of New Organization Is Financial Wizard—Has Retired Twice Through

THREE BIG FILM CONCERNS IN MERGER

Pictures, Goldwin and B. Mayer Co. Consoli- ate: Loew Houses Included.

BIG FILM MERGER IS CONSUMMATED

Consolidation Headed By Marcus Loew—Members of Combine to Retain Their Individuality.

New York, April 19.—Metro Goldwyn Pictures and the Louis B. Mayer Company, motion picture producing companies with combined authorized capital stock approximating $60,000,000 have been merged with Marcus Loew at the head of

METRO, GOLDWYN, COSMOPOLITAN AND LOUIS B. MAYER IN GIANT MOTION PICTURE MERGER HEADED BY LOEW

Merger of Immense Holdings Results in Most Powerful Unit in the Film Industry With 106 Theatres in These Holdings—Marcus Loew and F. J. Godsol Call Amalgamation Natural Economic Development Toward Lower Co Better Serv Exhibitors

Big Merger in Movie Industry

ew York, April 18.—Metro Goldwyn pictures and the Mayer Company, motion companies with approximat merged

3 BIG MOVIE COMPANIES MERGED

o. Goldwyn and Mayer

MOVIE MERGER

Metro and Goldwyn Film Combine

3 Film Companies in $60,000,000 Merger

METRO-GOLDWYN MERGER EXCITES ENTIRE INDUSTRY.

Continued From Page 1.

combinations, of which Messrs. Kendall Lee Brooks are heavy stockholders. Also not dealt in the deal are those the- atres in Los Angeles, the California and Mission theatres in Seattle and Tacoma Wash., and Portland, Ore., of which one- half is owned by Goldwyn and one half by E. E. Hearst, also the Archer circuit of houses in Chicago and adjacent ter- ritory, comprising more than twenty the- atres in which the Goldwyn companies owns a similar interest.

Mr. Loew, in commenting on the amal- gamation and explaining the status of the four companies

"Three Weeks," "Through the I "Thy Name Is Woman," "Iron Steel," "Under the Red Robe," "Sleeping Eyes," "Wild Orange," "Women Who Give."

Great Schedule for Year.

Big productions to be released new amalgamation the coming will include the following: "A Maker's Romance," "Along Came Bread," "Broken Barriers," "Danger," "Dixie," "East of Enemies," "By Command," Woman's," "Experience," "Fashion Mao," "Flames of Blue Ridge," ish Youth," "Free Love," Light," "His Hour," "In Mem Faithless," "Locked," "Judgment of Little," "Robinson Crusoe," Strange," "Mary the Third," We Wear," "One Night in Rome," thing of Desire," "Revelation," Span of Life," "The Bandbox," Beauty Prize," "The Better Cup," Summand," "The Goose Girl," The Great Divide," "The Hero," Merry Widow," "The Middleman," Lily," "The Snute," "The Trail of Free," "The Free of the Garden," "The Against," "The Wanderer," "The World

METRO, GOLDWYN FIRMS COMBINE

Associated Press

NEW YORK, April 18.—Metro- Pictures Goldwyn Pictures and the Louis B. Mayer Company, motion entire producing companies with ombined capital stock approximat ing $60,000,000, have been merge with Marcus Loew at the head o the consolidation, it is announced Actual consummation of the merger was consummated

Metro, Goldwyn, Cosmopolitan and L. B. Mayer in Giant Consolidation

METRO PICTURES tures and Loew's this week f mense holdings will also inc per

dwyn Pic Company the Capitol Theatre New York, Goldwyn owns a half in tol, the other the Moredall hibitor

"The merger will ings that will

METRO, GOLDWYN PICTURES MERGE

Marcus Loew Heads $60,000,0 Consolidation With Maye Film Company.

York April 18—Metro tures, and the on Loew

HUGE FILM MERGER LINKS THREE GREAT MOVIE COMPANIES

Metro, Goldwyn and Mayer in Combine—Cosmopolitan Also Involved in Deal.

Head, and All His es Are Brought In apitol Goes Too.

By Don Allen.

e biggest deals ever made otion picture industry s ght might shortly

HUGE MER CONTRACT BY GOLDWY

and Mayer Corpo ons Consolidate Here

e large acted

$65,000,000 MOVIE MERGER COMPLETED

Metro, Goldwyn and Louis B Mayer Companies Become 'Metro-Goldwyn Corp.'

HEADED BY MARCUS LOEW

tres and Many luding Capitol, Organization.

IMMENSE MOVIE MERGER MADE

arcus Loew Heads $60,000,- 00 Corporation Which Unites Many Interests.

ummation of another large merger e of the biggest in the history of th otion picture industry, has been mad Marcus Loew, who heads the interest ch will be operated under the nam the Metro-Goldwyn Corporation. It ject to the merger are Metro Pict es Goldwyn Pictures and the Loe Mayer Company, also distribution mopolitan Production authorized capital stock of approximately $60,000,000 of Loew, as president of Metro ds the new combine

$60,000,000 MOVIE MERGER EFFECTED

Metro, Goldwyn and Louis B Mayer Companies Join Under Marcus Loew

FOUR BIG FILM CONCERNS UNITE

Marcus Loew Heads New Metro-Goldwyn Corp

Mayer and Cosmopolita Companies Included

MOTION PICTURES COMPANIES MERGE

York, April 18.—Metro Pic uyn Pictures and the ompanies, with combined approximating $60,000,000 have been merged

N IS INVOLV

t Concern Wi Corporation gs to Run.

METRO, GOLDWYN AND MAYER PICTURE INTERESTS MERGED

METRO-GOLDWYN TO HAVE $8,100,000 CAPITALIZATION

Movie Producers Merge Interests

NEW YORK, April 18—Metro Pic dwyn Pictures and the

FILM MERGER IS COMPLETED

I believe heart and soul in Metro-Goldwyn Pictures. That is why I believe that the foundation of the Metro-Goldwyn organization throughout Australia and New Zealand means more to Exhibitors than the mere establishment of a new motion picture exchange. It means that henceforth Exhibitors will be assured of an unfailing supply of uniformly high-grade productions, the output of the vast organization created by the union of the Metro-Goldwyn-Louis B. Mayer, Cosmopolitan interests.

I have but recently returned from the United States where Metro-Goldwyn is now recognised as the leader of the industry. A perusal of comment and criticism in current trade journals will convince you of the truth of this. I spent many days in the Metro-Goldwyn Studios in Culver City—the largest centralized studios in the world—where seventeen producing companies are constantly at work under successful directors who have become specialists in the particular type of productions demanded by modern audiences. In New York and other centres I saw Metro-Goldwyn productions playing to unprecedented business. Actual observation and a wide experience of motion pictures convinces me that Metro-Goldwyn has *THE PICTURES WITH POPULAR APPEAL*—and after all this is the only thing that counts in this business.

During the coming year you will receive from Metro-Goldwyn something like One Hundred first-class productions, most of which I have seen. It is the purpose of this book to give you, by means of pictures and type, some idea of the solidity, strength and progressive policy of Metro-Goldwyn and of the infinite variety and worth of our product—the product, which has, in less than a year of active output placed Metro-Goldwyn pre-eminent in the field.

Since returning to Australia, my efforts have been devoted to the building up of an organization which will be of real service to Exhibitors. Every man in it has been selected solely on account of his ability to render this much desired quality.

Gentlemen! We are at your service.

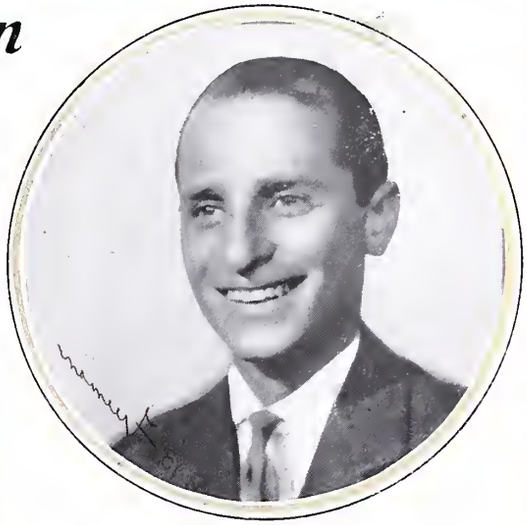
N. G. Freeman

Managing Director
Metro-Goldwyn Films Ltd.

MARCUS LOEW

President of Metro-Goldwyn Distributing Corporation, and President of Loew's Incorporated, the largest chain of Motion Picture Theatres in the world, which includes the biggest and most modern theatre in existence — The Capitol Theatre, New York. The genius and foresight of Marcus Loew, combined with his keen knowledge of showmanship and his faculty for anticipating the trend of public taste have made him the outstanding figure in the Motion Picture field to-day.

Metro Goldwyn Executives



ARS GRATIA ARTIS

METRO-GOLDWYN PICTURES

Metro-Goldwyn Distributing Corporation

Executive Officials who are responsible for the production and distribution of Metro-Goldwyn Pictures.

(UPPER LEFT)

LOUIS B. MAYER

Vice-President in Charge of Production and head of Metro-Goldwyn-Mayer Studios.

(UPPER RIGHT)

ARTHUR LOEW

Vice-President and Head of the Foreign Department.

(CENTRE LEFT)

IRVING THALBERG

Associate Studio Executive with Louis B. Mayer.

(CENTRE RIGHT)

Major EDWARD BOWES

Vice-President, Metro-Goldwyn Distributing Corporation, and Managing Director Capitol Theatre, New York.

(LOWER LEFT)

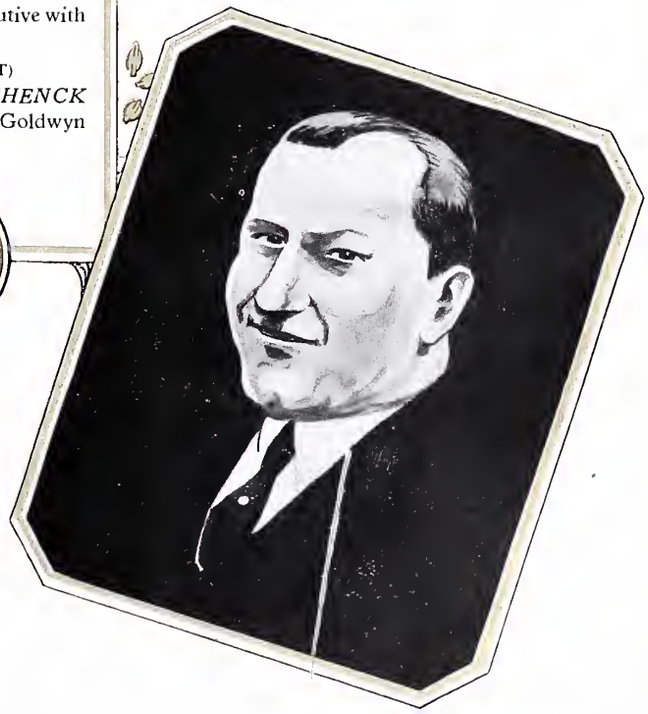
HARRY RAPF

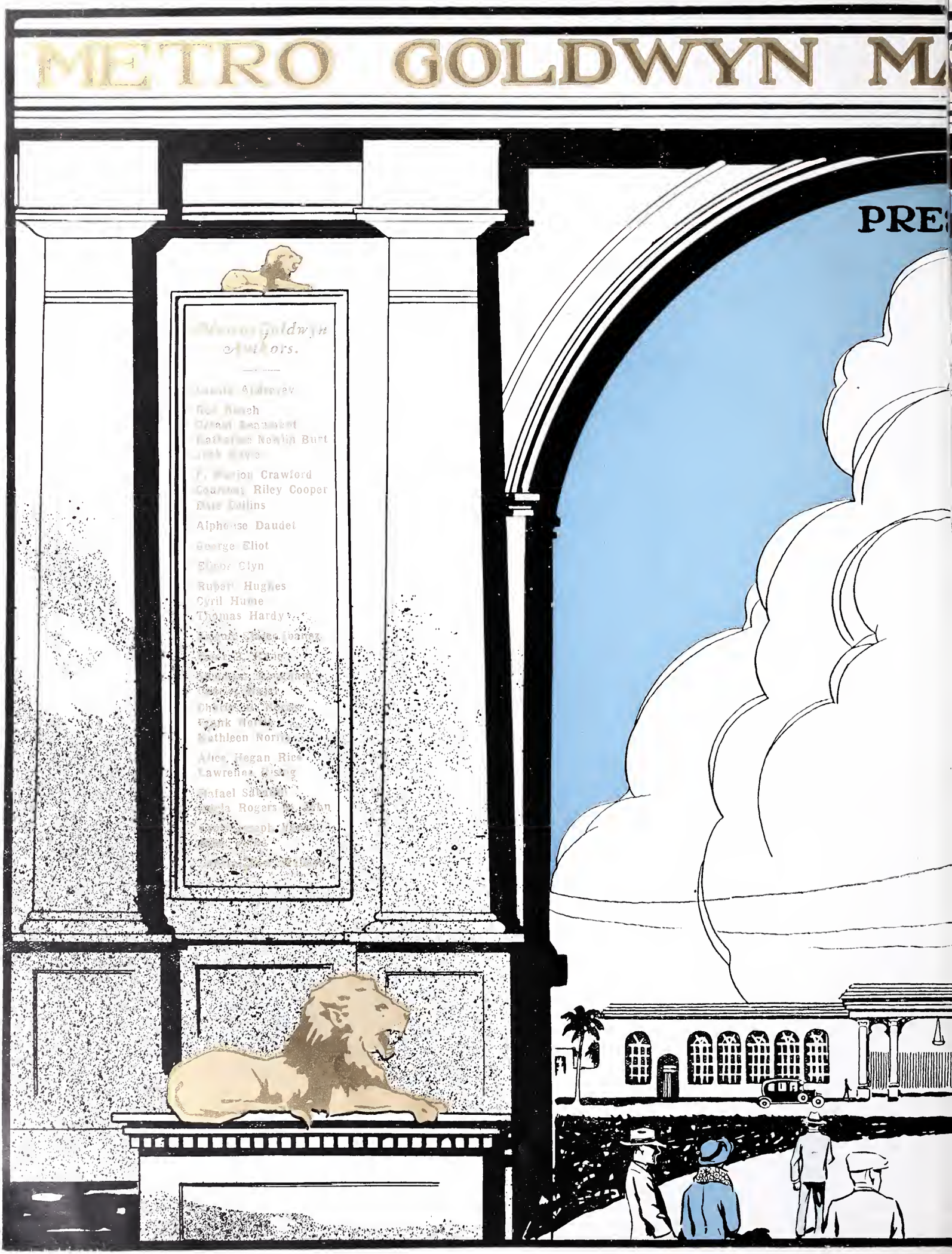
Associate Studio Executive with Louis B. Mayer.

(LOWER RIGHT)

NICHOLAS M. SCHENCK

Vice-President Metro-Goldwyn Corporation.




METRO GOLDWYN M
PRE
Authors.
Alphonse Daudet
George Eliot
Elinor Glyn
Rupert Hughes
Cyril Hume
Thomas Hardy
Frank Norris
Kathleen Norris
Alice Hegan Rice
Lawrence Rising
Rafael Sabatini
Agnes Rogers Sligh

YER COSMOPOLITAN
ENTS
Metro-Goldwyn
Directors.
Reginald Barker
Monta Bell
Frank Borzage
Tod Browning
George D. Baker
Hugo Ballin
Eddie Cline
William Christy
Cabanne
Chester M. Franklin
Alfred Goulding
Edmund Goulding
Hobart Henley
Rex Ingram
Lloyd Ingraham
Henry King
Robert Z. Leonard
Marshall Neilan
Fred Niblo
Erich Von Stroheim
Victor Seastrom
Victor Schertzinger
Marcel de Sano
Maurice Tourneur
Tom Terriss

(Top left)—Main Entrance to Metro-Goldwyn Studios, Culver City, California. (Middle left)—Metro-Goldwyn Studios, from the air. (Bottom)—Panoramic view of Studios, showing massive sets in use and in course of construction. (Top right)—Another corner of the Metro-Goldwyn Studios. (Centre right)—The Studios, looking towards Culver City.

LILLIAN GISH *in*

The WHITE SISTER

with Ronald Colman

Truly great in dramatic conception; poignantly powerful in its graphic portrayal of the surging tumults that gather and rage in this complex life of ours, this magnificent production rises to sheer heights of artistry by reason of faultless direction and superb characterization.

Produced in Italy by
Henry King

From R. Marion Crawford's
Novel

A Metro Goldwyn Picture

LILLIAN GISH
in
The WHITE SISTER
with Ronald Colman

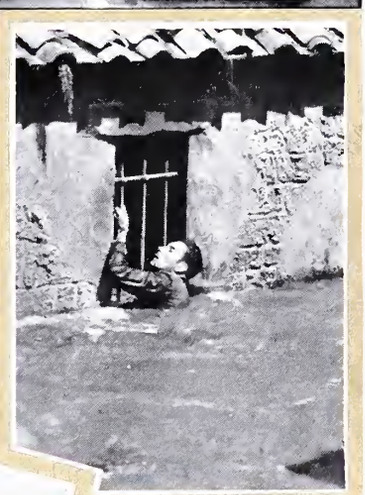
Never before has the haunting beauty and peerless art of Miss Lillian Gish been seen to better advantage than in this appealing romance of a girl who renounced the world as a tribute to the lover she believed to be dead.

Portraying every motion of the soul from supreme ecstacy to to inspired self-sacrifice, this mighty screen creation sweeps upward with ever-increasing emotional intensity until it culminates in a tremendous clash of human forces that grips and enthrals.

Vivid with spectacular happenings, carrying an overwhelming note of pathos, Henry King's great work incorporates every known element of audience appeal.

Recognised universally as a rare pictorial offering.

A Metro Goldwyn Picture



The Most Remarkably, Truthful Picture on Record!

The Picture That Does Not Blink At Facts.

The Picture That Will Make People Talk and Talk and Talk.

WHEN Frank G. Norris wrote his now famous novel "McTeague" he described a terribly truthful chain of events; strange love and crude thoughts and overwhelming impulses. He told the truth as he knew it and people could like it or dislike it just as they chose—he said it had nothing to do with him.

When Erich Von Stroheim perpetuated "McTeague" in celluloid and called it "Greed" he carved a solid, quivering mass from naked, crude, unembellished life itself. He took human likes, loves, desires, hates, hopes and fears, joys and sorrows and made them stand out in full relief in an absorbing, astounding and compelling cross-section of the existence of the human race.

"Greed" is a story of men and women, of love and of gold, in making it Erich Von Stroheim gave back flesh and blood to his shadow shapes—and created a third dimension that baffles description.

"Greed" has been called everything that the reviewers and critics could discover in their dictionaries and in their vocabularies and it has made more people talk about motion picture production than ever they did before. It makes people face facts—and talk about the facing of them.

Not a single scene in "Greed" was taken inside a studio. It was filmed in San Francisco, at the Big Dipper mine in Placer County, California and in the very heart of Death Valley where the last white man visited in 1885.

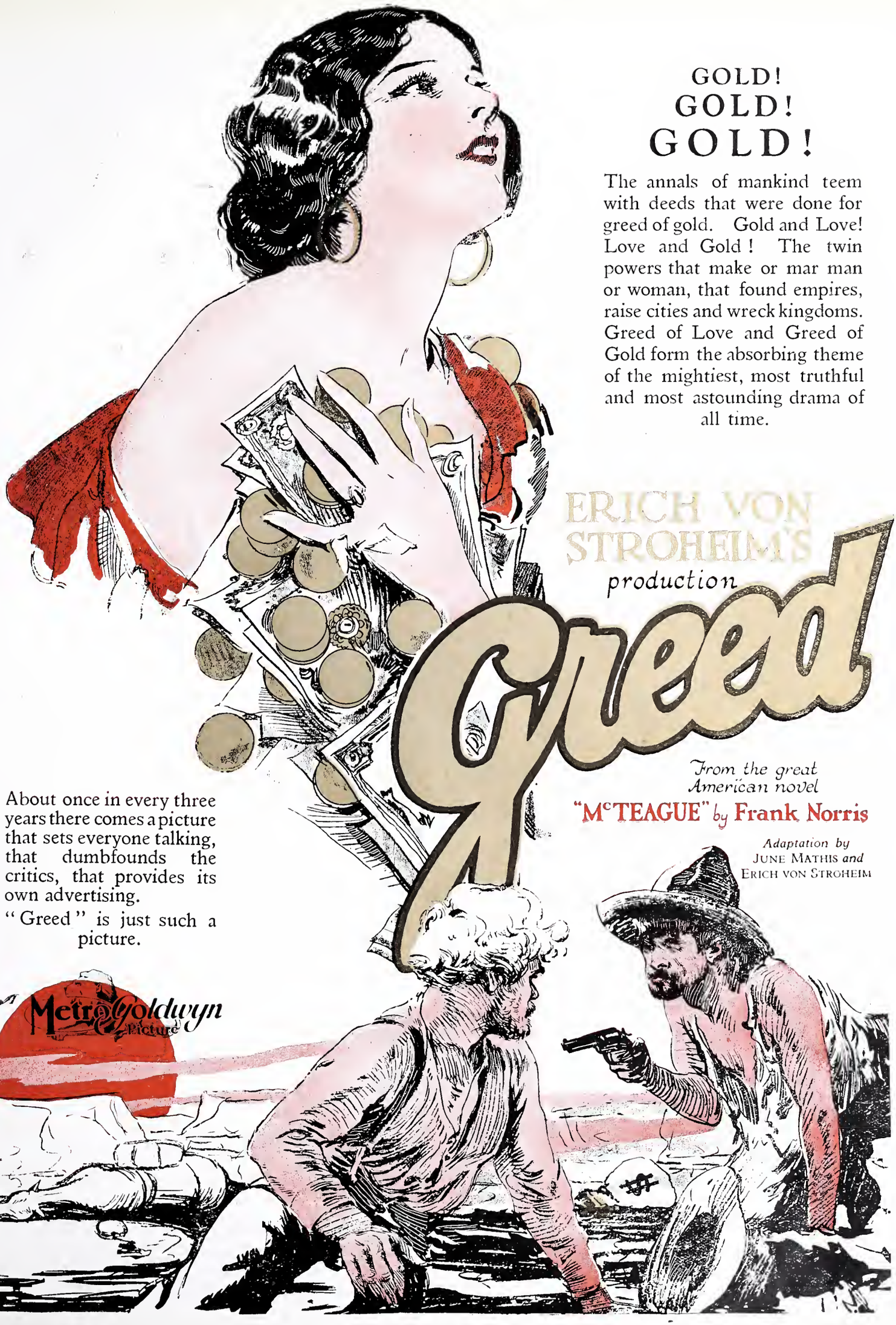
GIBSON GOWLAND appears as McTeague, the giant with a child's heart.

ZASU PITTS as Trina, the beauty who cried and craved for money.

JEAN HERSHOLT as Marcus, the friend who never forgave.

Adapted from the novel by June Mathis and Erich Von Stroheim.

A METRO-GOLDWYN PICTURE



GOLD!
GOLD!
GOLD!

The annals of mankind teem with deeds that were done for greed of gold. Gold and Love! Love and Gold! The twin powers that make or mar man or woman, that found empires, raise cities and wreck kingdoms. Greed of Love and Greed of Gold form the absorbing theme of the mightiest, most truthful and most astounding drama of all time.

ERICH VON STROHEIM'S
production

Greed

From the great American novel
"McTEAGUE" by Frank Norris

Adaptation by
JUNE MATHIS and
ERICH VON STROHEIM

About once in every three years there comes a picture that sets everyone talking, that dumbfounds the critics, that provides its own advertising.

"Greed" is just such a picture.

Metro Goldwyn Picture

VICTOR SEASTROM'S

production of the stage success by
LEONID ANDREYEV

WITH

LON CHANEY
NORMA SHEARER
JOHN GILBERT
TULLY MARSHALL
FORD STERLING
CLYDE COOK
MARC McDERMOTT

A picture that has been placed on a pinnacle of proven popularity. Golden opinions have been showered upon it from all quarters; one exhibitor paid £200 over his film rental as an appreciation of the extra business it brought him. An unusual happening deserved only by a most unusual picture.

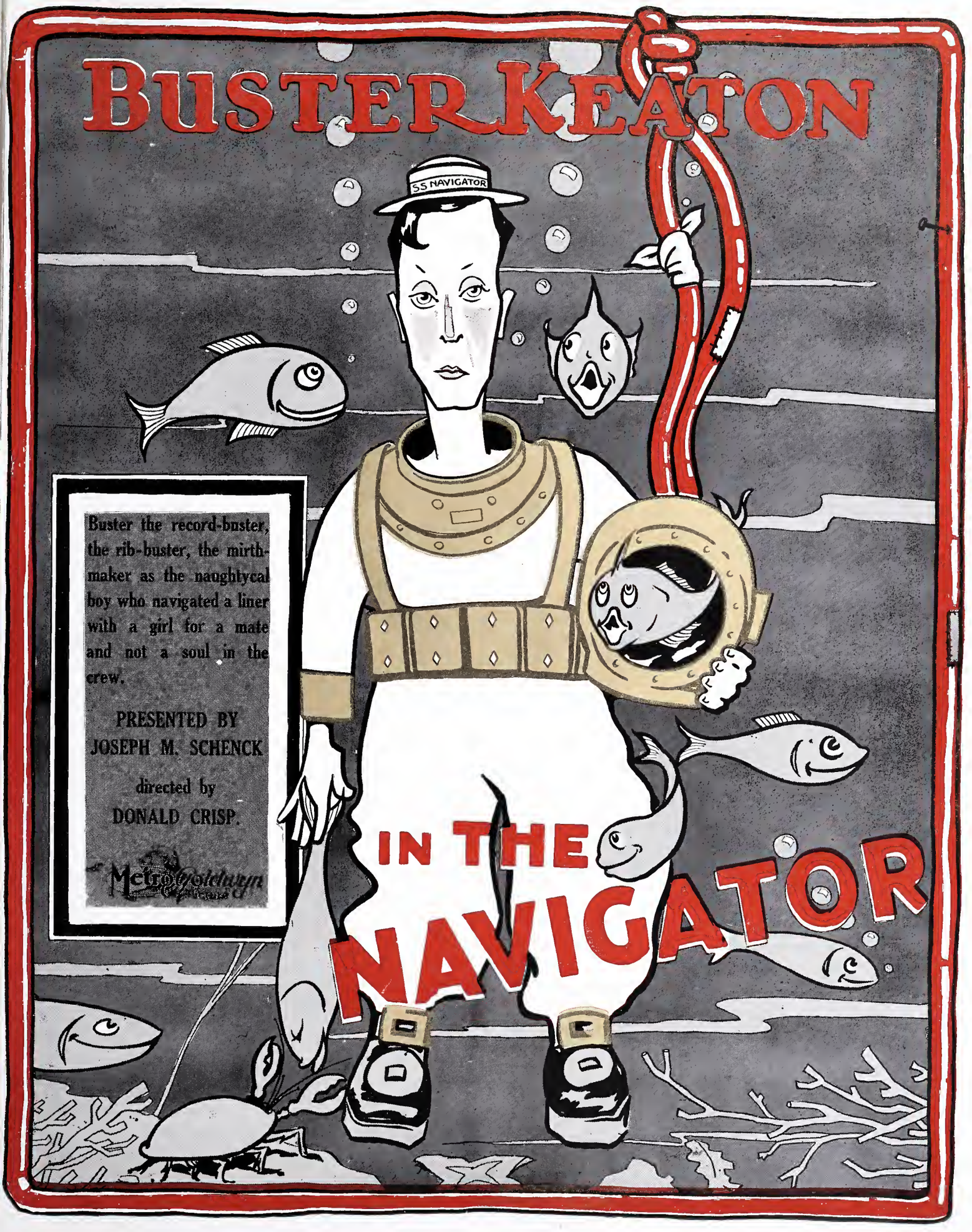
The beautiful and gripping story of a scientist turned clown, laughing to hide his heartbreak, of lovers who kissed while Fate frowned. Tragedy; tears, love, laughter and life.

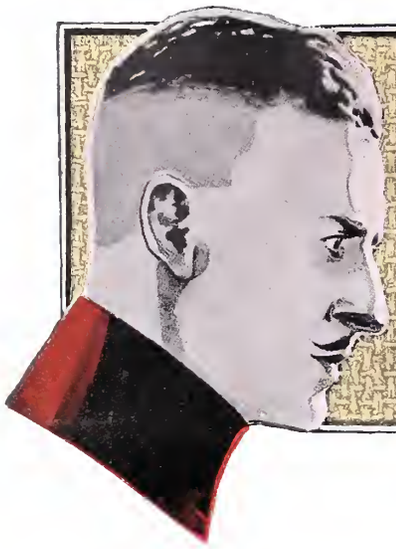
A production that has already taken its place amongst the immortal works of film art. Stark drama staged amidst the motley of a circus.

A Metro Goldwyn Picture

Adapted by Carey Wilson
Produced by
LOUIS B. MAYER

He Who gets Slapped


BUSTER KEATON
S.S. NAVIGATOR
Buster the record-buster, the rib-buster, the mirth-maker as the naughtycal boy who navigated a liner with a girl for a mate and not a soul in the crew.
PRESENTED BY
JOSEPH M. SCHENCK
directed by
DONALD CRISP.
Metro Goldwyn
IN THE
NAVIGATOR



Merry Mae Murray in The MERRY WIDOW

An ERICH VON STROHEIM Production

An Unbeatable Combination

John Gilbert
Mae Murray
Erich Von Stroheim

NO picture ever carried greater possibilities of instantaneous and colossal success than **"THE MERRY WIDOW."** The title strikes a familiar note in the mind of everyone who hears it in words or sees it in print. The mere mention of the title makes one think of that famous, still remembered and haunting melody "The Merry Widow" Waltz. The picture goes forth to a public familiar with the title, the story and those who appear in the screen play.

Never was the field better prepared in advance than it is for this unique production. Everyone has seen or heard of the celebrated stage success, everyone will want to see the glittering, glamourous, interest-arousing screen version. The greatest trio in modern motion pictures were instrumental in making the picture. Enrich Von Stroheim's artistry re-created the madcap, fascinating story, full of bubbling gaiety, scintillating picturesqueness, dainty women and dashing men and placed it against a background of marvellous beauty. Mae Murray's flashing genius for tempermental characterization gives new life to Sonia; John Gilbert's spontaneous, romantic love-making brings a new and more magnetic Prince Danilo into the world of joyous make-believe.

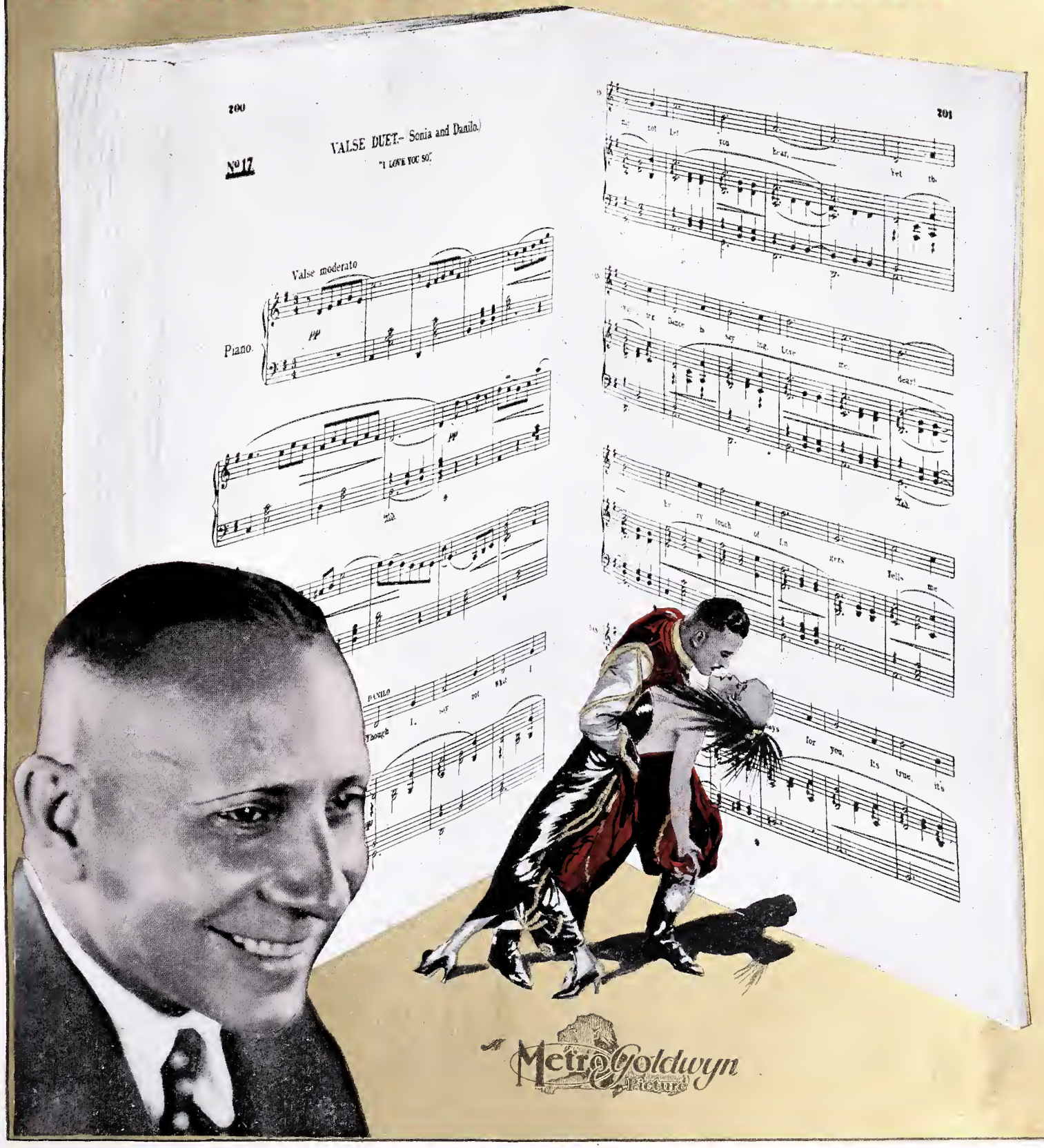
What couldn't you do with a production like this?

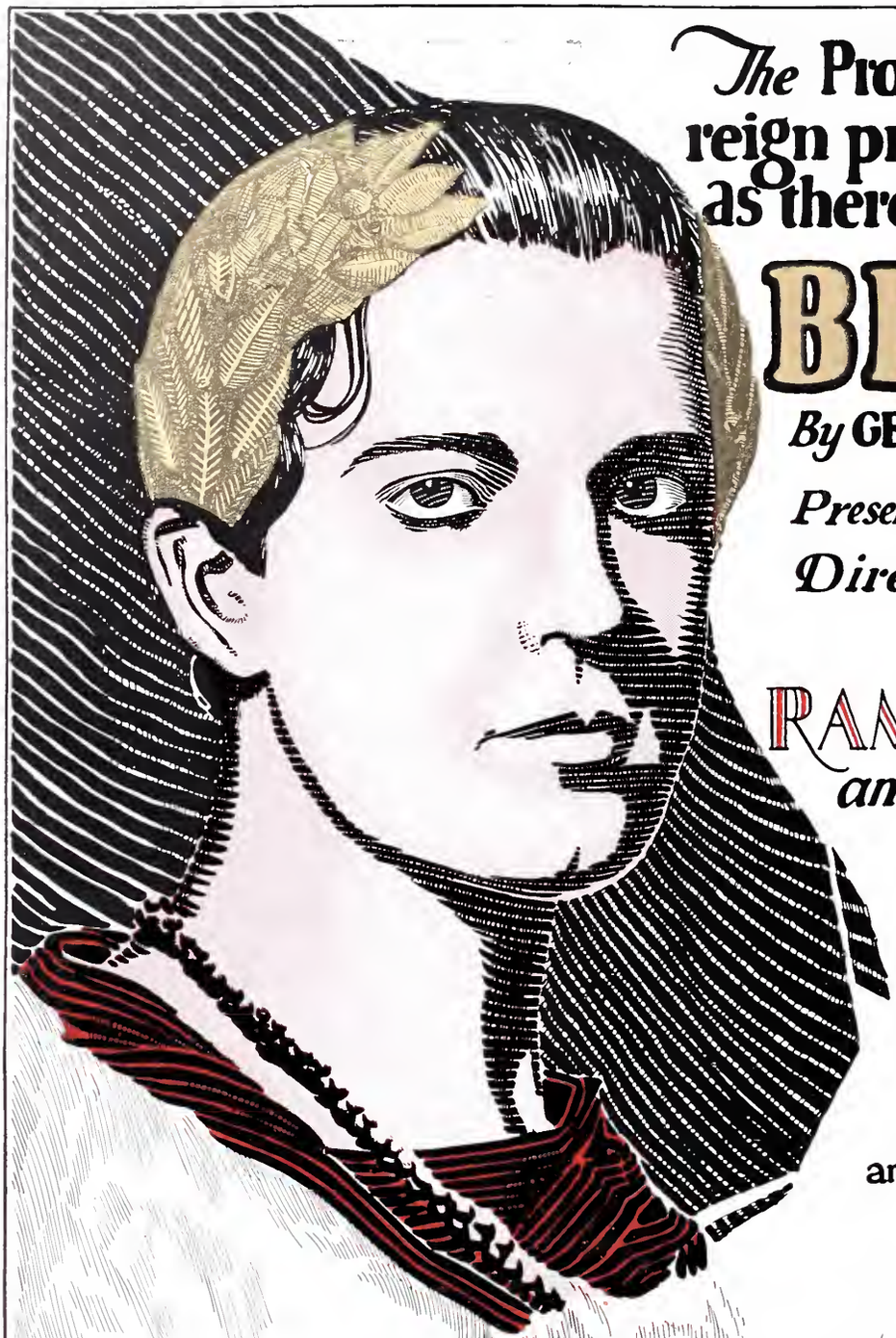
Present it to Franz Lehar's historic tunes and make the receipts play a golden melody at the Box Office.

A METRO-GOLDWYN PICTURE

The MERRY WIDOW

with MAE MURRAY and JOHN GILBERT

ERICH VON STROHEIMS Production

Metro Goldwyn Picture



The **Production that will reign pre-eminent as long as there are Motion Pictures**

BEN HUR

By **GENERAL LEW WALLACE**

Presented by **LOUIS B. MAYER**

Directed by **FRED NIBLO**

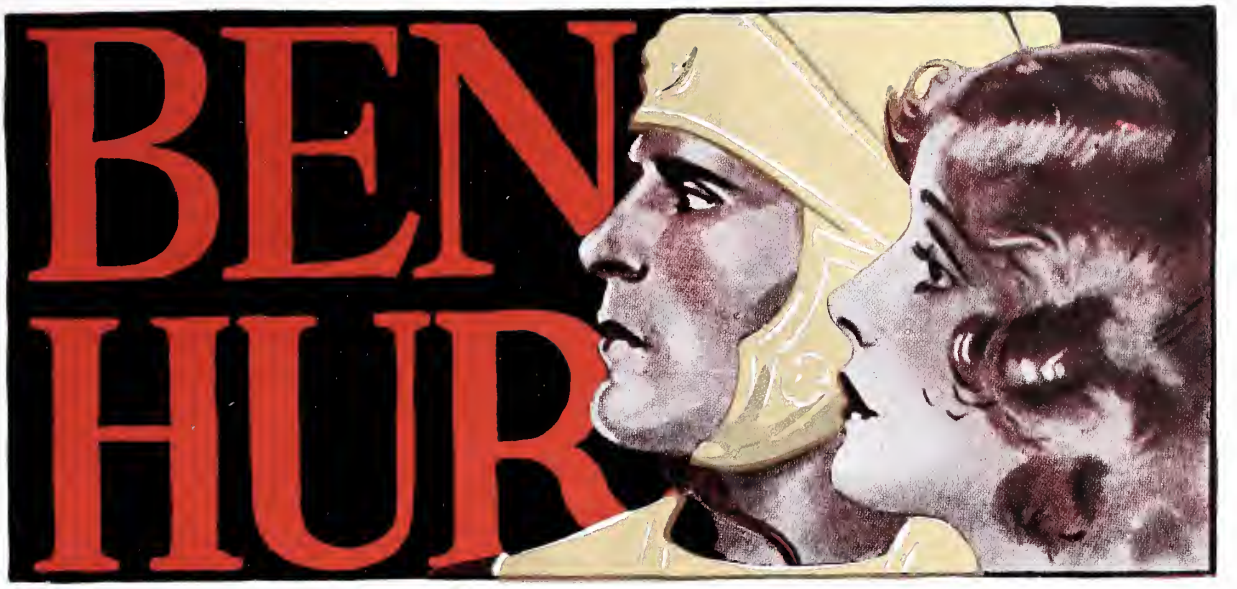
with

RAMON NOVARRO

and a cast of celebrities including

CARMEL MYERS
FRANCIS X. BUSHMAN
MAY McAVOY
KATHLEEN KEY
BETTY BRONSON
MITCHELL LEWIS
and FRANK CURRIER

Metro Goldwyn



Metro-Goldwyn's screen production of "Ben Hur" requires no fan-fare of trumpets, no bally-hoo to boost it as the picture of the age. Everyone will instinctively recognise it as such.

Years of labour, enough money to lighten a National Debt and the greatest producing effort in the history of Motion Pictures were unhesitatingly expended on a production that is not a "picture" but a monument erected on the heights of the creative art that cinematography and human endeavour have at last reached.

As a story and as a play-spectacle "BEN HUR" is unforgettable. And now, to stand beside these twin triumphs comes the photo-rendition of a story that, dealing with the early days of mankind, will last as long as the human race itself. While man lasts Metro-Goldwyn's "BEN HUR" will remain with him as a living chronicle of the stormy era that ushered in the beginnings of Christianity.

"BEN HUR" was re-lived in Rome, on the waves of the Mediterranean and in Africa. Those who saw it in the making exclaimed aloud "This will be the final word in pictorial representation." Shortly, we believe, the civilized World will agree, saying "It is !"

A METRO-GOLDWYN PICTURE

LILLIAN GISH

in

ROMOLA

by GEORGE ELLIOT

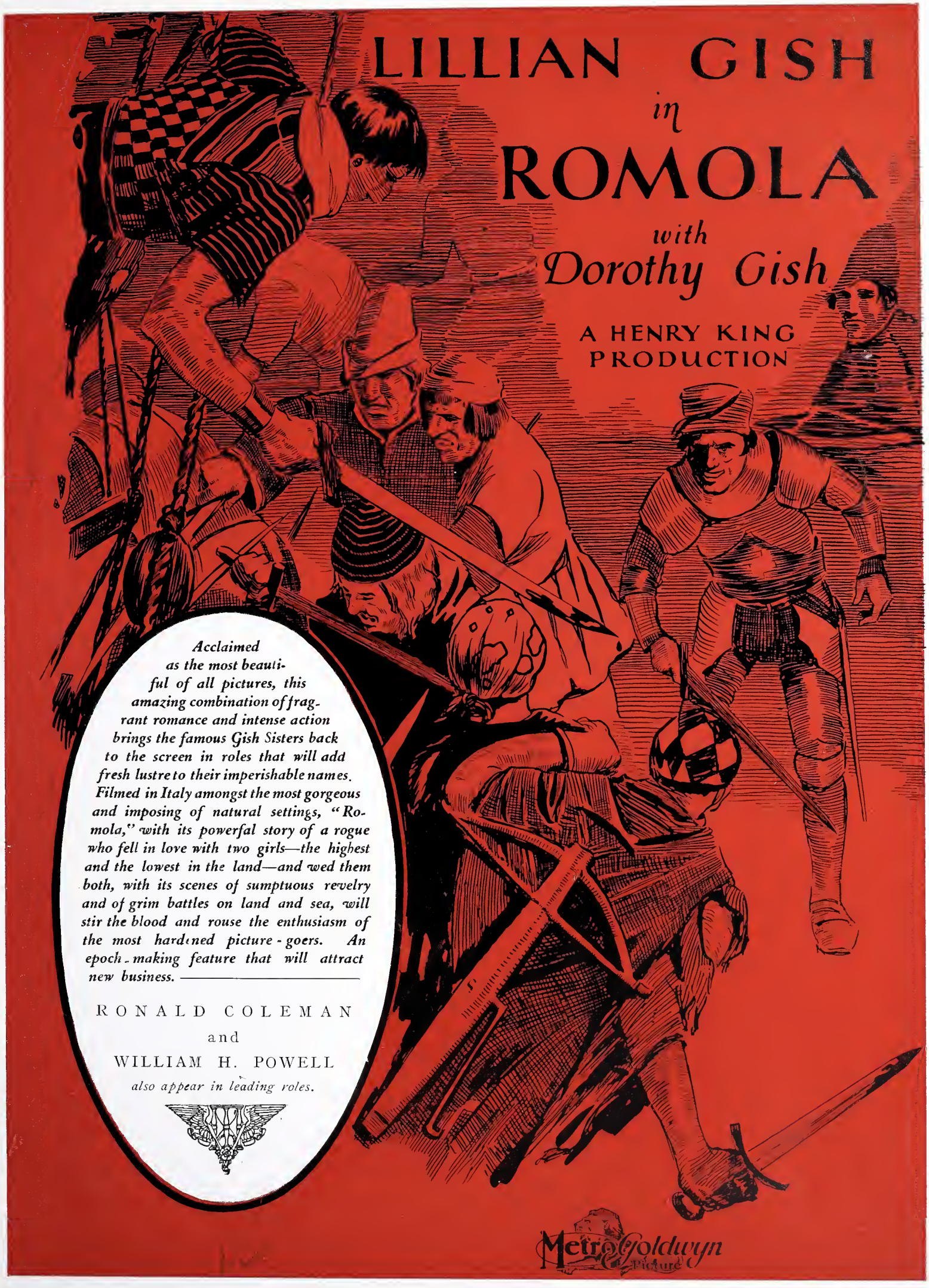
with

Dorothy Gish

The Triumphant return of the Screen's supreme artistes in a production of alluring charm.

A HENRY KING PRODUCTION

Metro Goldwyn Picture



LILLIAN GISH
in
ROMOLA
with
Dorothy Gish

A HENRY KING PRODUCTION

Acclaimed as the most beautiful of all pictures, this amazing combination of fragrant romance and intense action brings the famous Gish Sisters back to the screen in roles that will add fresh lustre to their imperishable names. Filmed in Italy amongst the most gorgeous and imposing of natural settings, "Romola," with its powerfal story of a rogue who fell in love with two girls—the highest and the lowest in the land—and wed them both, with its scenes of sumptuous revelry and of grim battles on land and sea, will stir the blood and rouse the enthusiasm of the most hardened picture-goers. An epoch-making feature that will attract new business.

RONALD COLEMAN

and

WILLIAM H. POWELL

also appear in leading roles.

Metro Goldwyn Picture

FRED NIBLO'S

The Red Lily

Production of his own story adapted to the screen by Bess Meredyth. Presented by Louis B. Mayer.

Cash in on the big names this picture possesses. Cash in on Novarro—on Fred Niblo directing his own story—on Enid Bennett and the great supporting cast, and on this powerful story, a blazing narrative of elemental love and passion silouhetted against a fascinating Parisian background.

RAMON NOVARRO

ENID BENNETT

WALLACE BEERY — ROSEMARY THEBY

MITCHELL LEWIS — GIBSON GOWLAND

A Metro Goldwyn Picture

JACKIE COOGAN

A Metro Goldwyn Picture

in The RAG MAN

They'll welcome the original, lovable "Kid" right back to their hearts in this story of a tiny waif and an old tramp. They'll laugh—they'll maybe cry—but they'll love it. Every time a lump forms in the throat there's a chuckle to drive it away. This IS THE successor to THE KID; American critics say it is even greater than that screen classic. It is Jackie—ragamuffin, hobo, all boy—at his brilliant best.

With MAX DAVIDSON and "DYNAMITE" *The Horse*

Produced under the personal supervision of JACK COOGAN, Sr. Written especially for Jackie Coogan by WILLARD MACK. Directed by EDDIE CLINE.

Revelation

With AN ALL-STAR CAST
including
VIOLA DANA
MONTE BLUE
LEW CODY
MARJORIE DAW
GEORGE SIEGMANN
KATHLEEN KEY
Directed by
GEORGE D. BAKER

Read the names on the right, and when you remember what these players have done in the past, you will realize what their names are worth allied to a modern miracle picture such as this.

With beauty, breathtaking and rare, the gay City of Paris is depicted in all its moods. Virtue rubbing shoulders with vice, tragedy stalking where light feet dance. Laughter and pathos in unusual settings—players who are masters of emotion—these are the materials that make a great attraction.

Based on "The Rosebush of a Thousand Years," by Mabel Wagnalls.

A Metro Goldwyn Picture

Wife of the Centaur

From CYRIL HUME'S *sensational novel of the love seeking men and maids of the jazz generation. The book was a riot and mopped up a fortune — the picture will do the same.*

with

ELEANOR BOARDMAN
JOHN GILBERT
AILEEN PRINGLE

The supporting cast includes WILLIAM HAINES *and* LINCOLN STEDMAN

Directed by
KING VIDOR

Presented by
LOUIS B. MAYER

¶ A man compounded of two natures — — half sensualist, half idealist — and two women, each seeking to eliminate in him the quality opposing her appeal.

¶ It is an intriguing struggle for mastery between feminine minds like rapiers —delicately cutting, subtly fencing, inflicting sudden piquant stabs.

¶ Civilization has paled into insignificance the adventures of the half-god, half-beast of the Golden Age beside the tribulations of the modern Centaur, the storm centre of a mad love tempest.

A Metro Goldwyn Picture

Louis B. Mayer *presents*

The Robert G. Vignola *Production*

MARRIED FLIRTS

With

PAULINE FREDERICK

MAE BUSCH

CONRAD NAGEL

HUNTLEY GORDON

From the famous novel

"Mrs. Paramor"

by LOUIS JOSEPH VANCE

Is the home of any married couple safe from the faith-destroying influence of "the other woman?"

The story of "MARRIED FLIRTS" is the story of countless husbands and wives. An audience intriguing theme; a great cast headed by a star whose name is now a household word in Australia.

Oh, Excuse Me !

RUPERT HUGHES'

dynamic and dramatic laugh producer. The famous author-producer director's own production of his successful novel and play.

Presented by LOUIS B. MAYER

with these big type names—

NORMA SHEARER CONRAD NAGEL

RENEE ADOREE WALTER HEIRS

BERT ROACH

EXCUSE ME !

Excuse Me !

But did you know it was such a difficult job, this getting married?

Here are Conrad Nagel and Norma Shearer risking smallpox, a speed-crazy taxi, a compromising situation, a train wreck, a naval court-martial, a whizz through the clouds and one or two other minor matters, just for the sake of turning life into strife. Rupert Hughes has made this getting married business a regular laughter-riot.

Directed by Alf Goulding.

A Metro Goldwyn Picture

Elinor Glyn's HIS HOUR

Directed by KING VIDOR

With a selected cast headed by

JOHN GILBERT & AILEEN PRINGLE

Who live their parts in this seething love story magnificently produced. Romance run rampant in gorgeous settings.

Presented by LOUIS B. MAYER

A Metro-Goldwyn Picture

MAE BUSCH
ADOLPH MENJOU
NORMA SHEARER
JAMES KIRKWOOD
VERA REYNOLDS
ROBERT FRAZER
GEORGE FAWCETT
WINIFRED BRYSON
WALTER HIERS
ROBERT AGNEW

A THEME full of mighty possibilities, well worthy of the famous folk who have made it a dramatic triumph. A girl desperately in love with a man who is eating out his heart because he cannot love her in return—he is married. Then, with amazing and heart-stirring rapidity, comes a chain of dramatic and exciting events that break down all barriers of creed and convention. A picture that is BIG—in story, stars, director and settings. It has beauty, power and intense human appeal. It will do BIG things.

From the story by Meredith Nicholson.

A Metro Goldwyn Picture

Reginald Barker's PRODUCTION

BROKEN BARRIERS

LON CHANEY

in

The master of make-up and star of "The Miracle Man," "He Who Gets Slapped" and "The Hunchback" in his latest character role.

A Metro Goldwyn Picture

A fiend who experiments with human life—
a boy and a girl in his house of mystery—

Romance! Suspense! Comedy! Chills and Thrills!

With JOHNNY ARTHUR and GERTRUDE OLMSTEAD.

From Crane Wilbur's Play. A Roland West Production.

The MONSTER

WITH ALL THE WORLD IN RICHES SHE CRIED FOR BREAD

"BREAD" as a novel has run into over fifty editions. I s astounding popularity lies in the fact that it presents everyday emotions that are the tears and joy of millions. Re-lived by accomplished players, each one with a seat-selling name, "Bread" has become an emotion-stirring drama—one that grips because it is LIFE.

Presented by LOUIS B. MAYER

With

MAE BUSCH
PAT O'MALLEY
HOBART BOSWORTH
WANDA HAWLEY
MYRTLE STEDMAN
ROBERT FRAZER
WARD CRANE

A Metro-Goldwyn Picture

from
THE WIDELY READ NOVEL BY CHARLES G. NORRIS

Published by E. P. Dutton & Co.

Directed by
VICTOR SCHERTZINGER

BREAD

adapted by
Lenore Coffey, Albert Lewyn

A BEST SELLER STORY NOW A PICTURE

ELEANOR
BOARDMAN
The Girl of a Thousand Moods
With
MATT MOORE
WILLIAM RUSSELL
MATTHEW BETZ
in the season's biggest surprise picture.
Have your patrons ever seen a scenarist at work while the characters walk right up to him and play their parts as he writes them. Sure they haven't, but they will in this one. They'll also see real champions in the ring; a daring mask ball; a breathless auto chase; human beasts foiled by a girl—all presented in a different way.
Katherine Newlyn Burt's story
Directed by
ROBERT G. VIGNOLA
Presented by
LOUIS B. MAYER
A Metro Goldwyn Picture
The Way of a Girl

PEDRO DE CORDOBA
RENEE ADOREE
MANUEL GRANADO

—— *in* ——

The TOM TERRISS *Production*

Your Patrons Ask For :—

ACTION — Show them the Bull Fight—in which Manuel Granado is actually gored.

ROMANCE — Show them the love of the Governor's son and the bandit's daughter, crossed by the passionate jealousy of the dancing girl.

SUSPENSE — Show them the hero's son chained to a rock, while the Bandolero and the rebel lieutenant fight like beasts over him.

LIFE ——— Show them the cafes of Seville—dancing girls and resplendent officers whirling to throbbing melodies—the colour and song that is Spain

Filmed in Spain—a slice of Spanish life. Unequalled since "Blood and Sand" made film history.

From the novel by
PAUL GWYNNE

A Metro Goldwyn Picture

The Snob

A STORY with a new twist. The money-making sort that everyone is looking for. A new, unhackneyed idea that will keep all eyes glued to your screen. Original — dramatic — humanly humourous — tremendously real. It's about **A SNOB**. A social upstart. He loved himself. Worshipped the rich, despised the humble. He fawned his way into society. But he left his wife at home. A rich beauty infatuated him and the gold and ivory god showed his muddy soul. Then the woman he had married revealed herself. And the fall of **THE SNOB** was hard—and unexpected. It provides a startlingly unusual ending to an unusual picture.

Story and Cast! Great players and the man who made "Broadway After Dark." All the requisites for packed houses.

JOHN GILBERT NORMA SHEARER
CONRAD NAGEL PHYLLIS HAVER
HEDDA HOPPER

A MONTA BELL *Production*

From the novel by Helen R. Martin

Presented by
LOUIS B. MAYER

A Metro-Goldwyn Picture

MARSHALL NEILAN'S
Production

The
SPORTING VENUS

by Gerald Beaumont
featuring
BLANCHE SWEET
RONALD COLMAN
LEW CODY
GEORGE FAWCETT

IN SPORTING OLD ENGLAND : : IN BONNY SCOTLAND
IN SUNNY SPAIN : : IN GAY PARIS

"Mickey" Neilan looked for and caught the glamour, froth and romance of "Sporting Life;" caught shimmering brilliant beauty, dauntless courage, undying love, fortune- hunting fickleness and wove them all into this alluring, actionful love story of the high-born "Sporting Venus" who gambolled and gambled to conceal a shattered heart and of the faithful Highland lover who came at last to mend it.

There's something new on the screen—and this is it. It's a celluloid trip to the haunts of real romance.

A METRO-GOLDWYN PICTURE.

This?

MODERN Marriage and all that it involves has never been so boldly handled as in this story of a Waltz-time husband and his Jazz-time wife. With a bewitchingly beautiful interlude in Technicolor linking the present with the past.

Or This

So this is Marriage

ELEANOR BOARDMAN
CONRAD NAGEL
LEW CODY
CLYDE COOK
SHANNON DAY
ESTELLE CLARK

A
HOBART HENLEY
Production
Supervised by
HARRY RAPF
Presented by
LOUIS B. MAYER

Or —

You can't deny the fact that modern audiences want swiftly moving drama in rich settings. So won't they welcome this one—a slashing portrayal of people who think stolen kisses are sweetest and that hubby's only place is behind a cheque book. Lavishly mounted and true to life. Embellished with the love-story of Bath Sheba, the greatest vamp of all time. (This sequence is in Technicolor, as in "The Ten Commandments."

A Metro Goldwyn Picture

Husband ?

Hobart Henley's *Production*

NOTHING TO WEAR

NORMA SHEARER

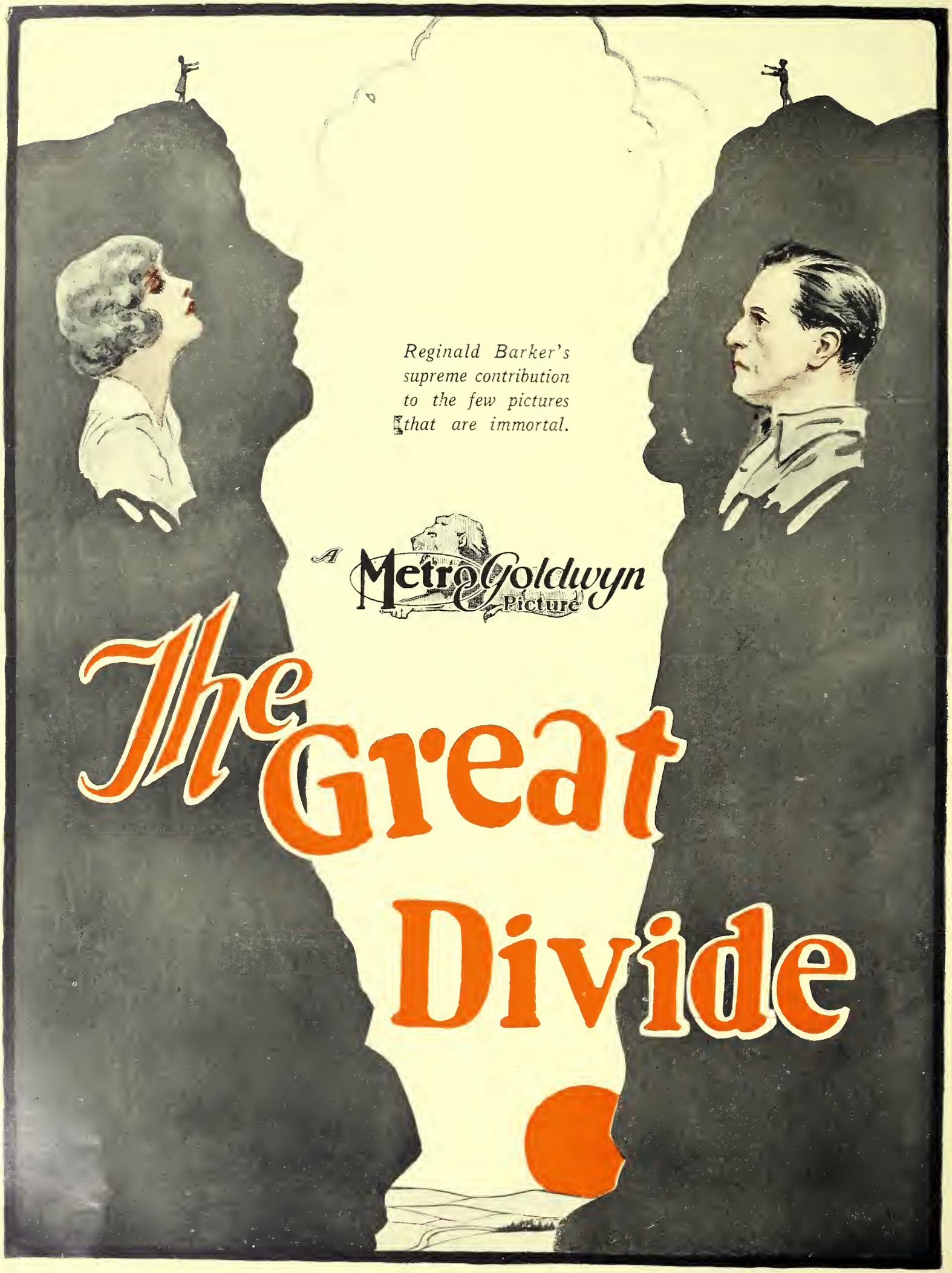
WILLIAM HAINES, LEW CODY

and MARY CARR

Clothes—Clothes—always Clothes—life itself is often merely a matter of clothes; ask any woman. Some have them and some haven't, but everybody wants them. The man who made "Sinners in Silk," "So this is Marriage," and other knockouts, shows exactly how fine feathers make fine birds. A catchy title for a catchy story that makes a money-catching picture. A Gem to Exploit, and a Box Office Gala Day-maker.

Presented by ***LOUIS B. MAYER***

A Metro Goldwyn Picture


Reginald Barker's
supreme contribution
to the few pictures
that are immortal.
A Metro Goldwyn Picture
The Great Divide

TESS
of The D'Urbervilles

By Thomas Hardy

MARSHALL NEILAN'S

classic production of Thomas Hardy's world-classic novel. Tess is a symbol to humanity of the innocent woman betrayed. Marshall Neilan has made a smashing audience success. Look forward to "Tess". It is a landmark in motion picture history.

Blanche Sweet

Conrad Nagel, Stuart Holmes, George Fawcett

Adapted by Dorothy Farnum. A Metro-Goldwyn Picture

Lady of the Night

Norma Shearer had to be a star—no one with her beauty and talent could be anything else. Remember her work in "Broadway After Dark" and "Empty Hands"? The fans do. She's a star well worth boosting.

Here she is in a dazzling dual role—as a midnight adventuress—as a child of luxury—scoring in one dramatic scene after another. "Lady of the Night" will keep them coming—day and night.

Metro Goldwyn Picture

WITH

NORMA SHEARER

MALCOLM MACGREGOR and GEORGE K. ARTHUR

Directed by MONTA BELL. *Supervised by* HARRY RAPF

Story by ADELA ROGERS ST. JOHNS

Presented by LOUIS B. MAYER

Sinners in Silk

A GLITTERING story of the rejuvenation craze—of an old man who regains his youth and falls in love with his son's sweetheart. Into the ears of an unsophisticated girl he pours his ideas of "free love."

There's a situation for you. There's the sort of theme that can be moulded into the winner this picture is.

ADOLPH MENJOU
as the Young-Old Roue.

ELEANOR BOARDMAN
as The Girl.

CONRAD NAGEL
as the Son.

Supported by a distinguished cast.

Presented by
LOUIS B. MAYER

A
HOBART HENLEY
Production

CONRAD NAGEL

ELEANOR BOARDMAN

ADOLPH MENJOU

A Metro Goldwyn Picture

The Silent Accuser

PETER *The Great*

PETER THE GREAT
Phenomenal Canine Star
ELEANOR BOARDMAN
RAYMOND McKEE

"Dog" Stars are demanded by your patrons to-day. They appeal to both sexes of every class and age. Here is a canine wonder whose first New York screen appearance proved him a drawing-card equal to the world's greatest human stars. For two years Peter the Great was trained to play the part of the hero of Jack Boyle's great story of a dog who was the witness to a crime and who followed the perpetrator across two continents. Audience gripping to the last degree.

Directed by CHESTER FRANKLIN, who made Rin-tin-tin famous with "Where the North Begins."
From the story by JACK BOYLE.
Supervised by HARRY RAPF.

Presented by
LOUIS B. MAYER

A Metro Goldwyn Picture

THE WHITE DESERT

Directed by
REGINALD BARKER
with
CLAIRE WINDSOR : PAT O'MALLEY
ROBERT FRAZER and FRANK CURRIER

Presented by Louis B. Mayer

A powerful and intensely gripping love drama filmed amongst the snow-capped Rockies. Mystery, suspense, intrigue, disaster and romance which culminate in a tremendous emotional climax.

A Metro Goldwyn Picture

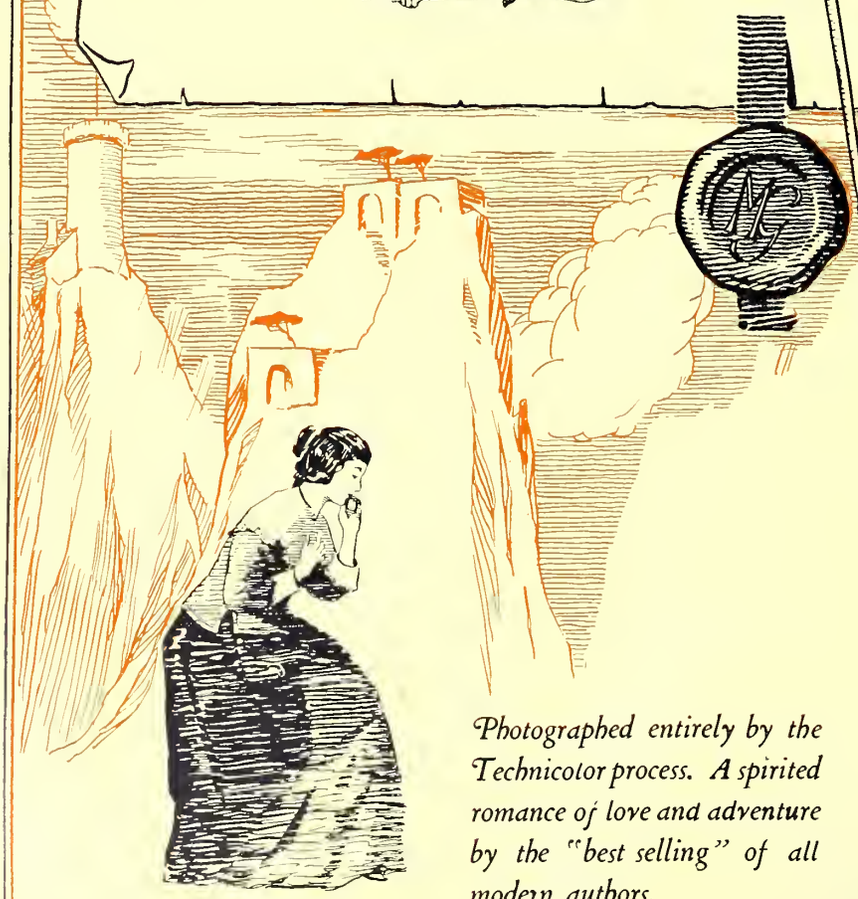
By
COURTNEY RYLEY COOPER

JOHN GILBERT
in
BARDELYS
The MAGNIFICENT

From the well known novel
by Rafael Sabatini

Presented by
LOUIS B. MAYER

A Metro Goldwyn Picture



Photographed entirely by the Technicolor process. A spirited romance of love and adventure by the "best selling" of all modern authors.

An "out of the rut" picture lifts business out of the rut. That's a fact! Here's one! A doubting daughter of the Jazz Age wants to know what marriage is like before she seriously enters into it. She experiments. Daring? Yes! Dramatic? Very! But truthfully expressive of the questioning spirit of today's youth. An enlightening expose of modern thought made expressly for modern people. A sensation-maker? Yes!

A Metro Goldwyn Picture

The massive Cast includes

ELEANOR BOARDMAN
BEN LYON
PAULINE GARON
VIRGINIA LEE CORBIN
JOHNNIE WALKER
JAMES MORRISON
WILLIAM HAINES
CRIGHTON HALE
ROBERT AGNEW

ELINOR GLYN'S

PRODUCTION

Man and Maid

from her own novel

with

LEW CODY

RENEE ADOREE

HARRIET HAMMOND

Directed by VICTOR SCHERTZINGER.

Presented by

LOUIS B. MAYER.

A story of impetuous love-making told as only the World's greatest love-fictionist can tell it.

Metro Goldwyn Picture

The DIXIE HANDICAP

Directed by
REGINALD BARKER

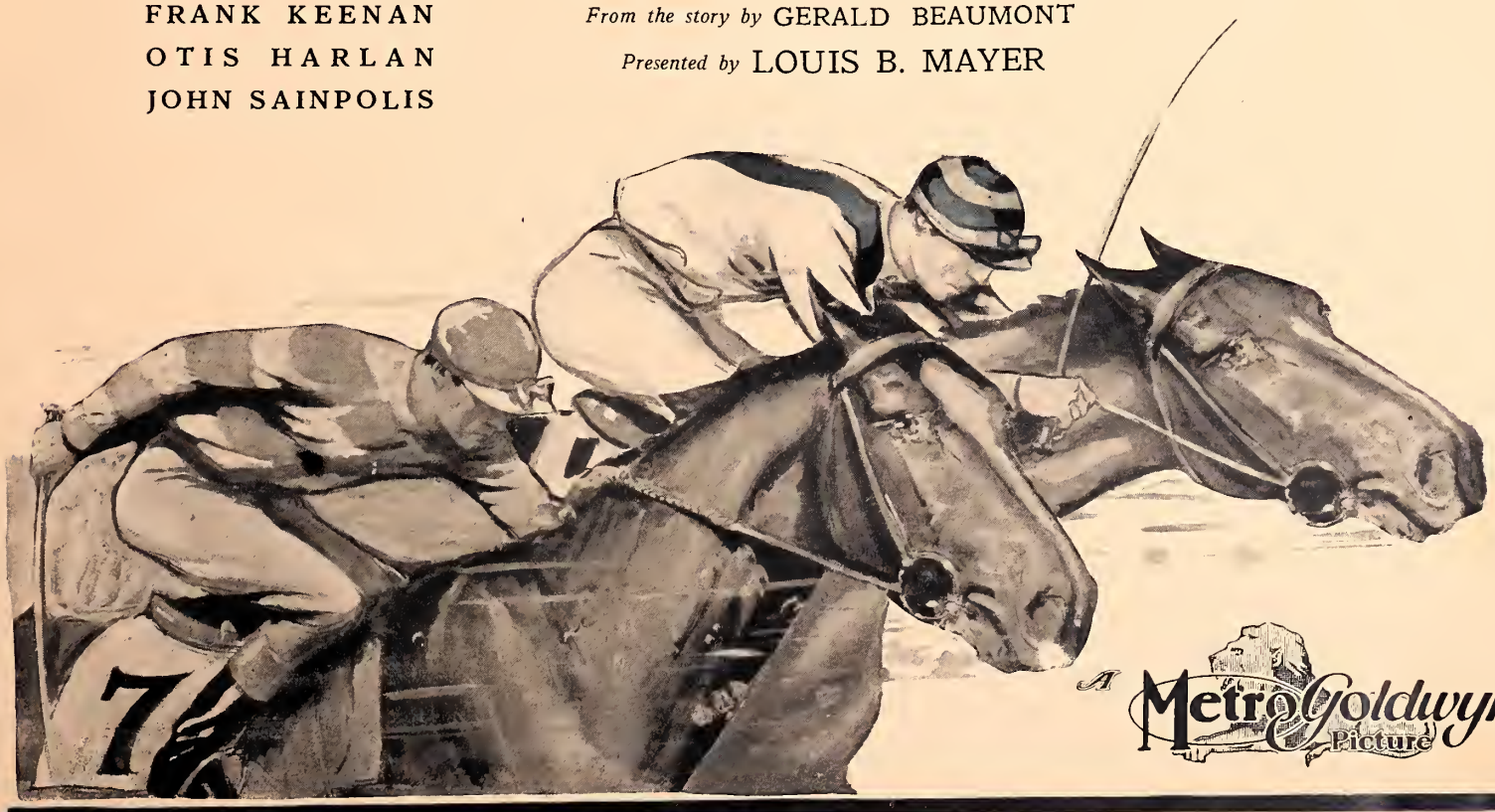
With
CLAIRE WINDSOR
LLOYD HUGHES
FRANK KEENAN
OTIS HARLAN
JOHN SAINPOLIS

Dixie days and Dixie ways. The snap of racing silk. The creak of leather. The crack of whalebone on sweating flanks. The pounding thud of thoroughbred's hoofs—the roar of the ring—anxious eyes watching—watching—the flying streak that carries a fortune.

Give your patrons a thrill that only a masterly racing drama can give—a touch of pathos—an abundance of laughs—a whirlwind of excitement—a tingling romance of thoroughbred men and women.

From the story by GERALD BEAUMONT

Presented by LOUIS B. MAYER



A Metro Goldwyn Picture

LOUIS B. MAYER
Presents

KING VIDOR'S
Production

of the record breaking novel
by *Lawrence Rising*
which introduced to a delighted world a remarkable daughter of to-day. Born of the purest of pure stock, she trod the earth like a Princess and bestowed rare smiles like a Lady of the Blood. Cash, caste and a Continental education, beauty, brains and breeding made her just that way. She dallied with the hearts of men, until a pushful plumber plumbed the depths of hers, and let real love leak out.

Proud Flesh

WITH

ELEANOR BOARDMAN
PAT O'MALLEY
HARRISON FORD

Also bringing to the screen the finalization of film realism — the breath-taking reproduction of the San Francisco earthquake, the terrifying cataclysm that attended the arrival of the fiery heroine of this captivating and audience-pleasing story.

A Metro Goldwyn Picture

WANTED A BRIDE!

BUSTER HIMSELF

BUSTER KEATON *in* 7 Chances

Buster Keaton, the frozen-faced laugh-getter sets out to beat *THE NAVIGATOR* records in the funniest, fastest and most flippant of love stories. As the ivory-headed boy with seven million dollars and 7,777 energetic lady suitors he will carry audiences to the seventh heaven of hilarity. "Seven Chances" is your chance to repeat NAVIGATOR BUSINESS."

Supported by

RUTH DWYER T. ROY BARNES SNITZ EDWARDS

Presented by Joseph M. Schenck.

A Metro Goldwyn Picture

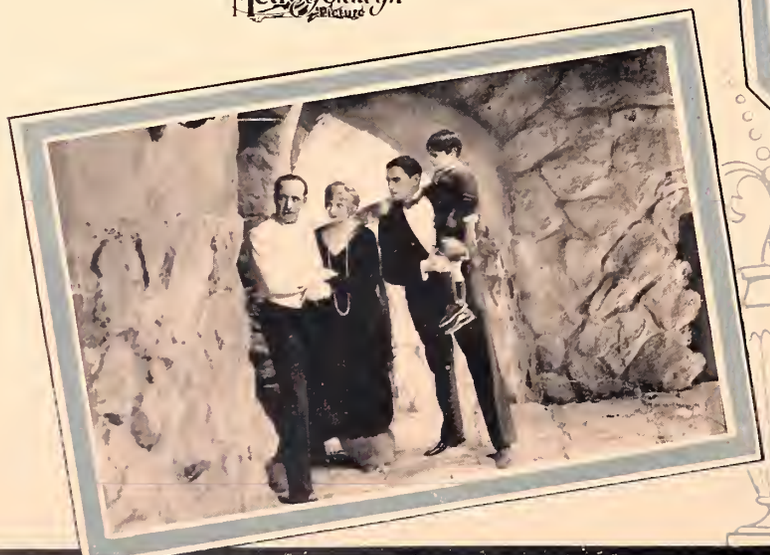
Confessions of a Queen

LOUIS B. MAYER
presents
VICTOR SEASTROM'S
production
with
ALICE TERRY
and
LEWIS STONE

Based on the famous novel by Alphonse Daudet.
"KINGS IN EXILE"

Remember what a business-bringer "The Prisoner of Zenda" was? Here is a big, spectacular, absorbing romance of the same type, with two "Zenda" stars in intriguing roles. Pageantry, love, suspense and adventure magnificently mounted and superbly produced. A modern story of a mythical European kingdom — bound to please modern audiences.

Metro Goldwyn Picture



DADDYS
GONE -A-
HUNTING
Is this only a man's world, a male's playground—haven't the women and children a place in it as well?
What happened to Daddy when he went a-hunting in Gay Paree all for the sake of his art? What was happening back home where Daddy had left the wife and child whom he thought were holding him back from his life's work? And what did happen when Daddy returned from his hunting? There's a mighty human theme back of this story of lights and shadows. The man who made "Humouresque" has made it vividly appealing—and real.
ALICE JOYCE
PERCY MARMONT
HELENA D'ALGY
FORD STERLING
HOLMES HERBERT
Directed by FRANK BORZAGE
Presented by LOUIS B. MAYER
From Zoe Akins' play of the same name.
Metro Goldwyn Picture

A powerful, pulsating drama delivering trip-hammer blows at modern life and thought.

ROBERT Z. LEONARD'S
Production

Cheaper to Marry

with

Lewis Stone
Conrad Nagel
Marguerite De La Motte

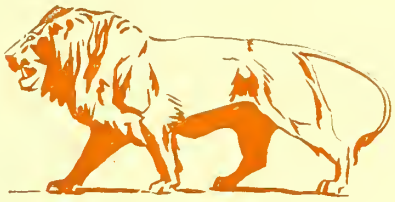
From the daring Broadway Stage Play by
Samuel Shipman

Adapted by
Frederick and Fanny Hatton
Scenario by
Alice D. G. Miller

Produced by
LOUIS B. MAYER

A story that grips set in scenes that dazzle and delight. Included in the cast are: LOUISE FAZENDA, CLAUDE GILLINGWATER and PAULETTE DUVAL.

A Metro Goldwyn Picture



Names You Know !

THE METRO-GOLDWYN ROSTER OF PRINCIPAL PLAYERS

RENEE ADOREE
ROBERT AGNEW
ELEANOR BOARDMAN
WALLACE BEERY
MAE BUSCH
JOHN BOWERS
FRANCIS X. BUSHMAN
HOBART BOSWORTH
ENID BENNETT
MONTE BLUE
JOHN BOLES
HOLBROOK BLINN
T. ROY BARNES

JACKIE COOGAN
LON CHANEY
LEW CODY
EDWARD CONNELLY
ESTELLE CLARK
ROBART EDESON
RONALD COLMAN
VIRGINIA LEE CORBIN

MARION DAVIES
MARGUERITE DE LA MOTTE
HELEN D'ALGY
VIOLA DANA
MARJORIE DAW
PAULETTE DUVAL
MISS DU PONT

SNITZ EDWARDS
PAUL ELLIS

PAULINE FREDERICK
HARRISON FORD
LOUISE FAZENDA
ROBERT FRAZER

JOHN GILBERT
GIBSON GOWLAND
LILLIAN GISH
DOROTHY GISH
HUNTLEY GORDON

WILLIAM HAINES
WALTER HIERS
LLOYD HUGHES
WANDA HAWLEY
PHYLLIS HAVER
HARRIET HAMMOND

ALICE JOYCE
JUSTINE JOHNSTONE

BUSTER KEATON
FRANK KEENAN
KATHLEEN KEY
JAMES KIRKWOOD

BERT LYTELL
MITCHELL LEWIS
BEN LYON

MAE MURRAY
MAY McAVOY
ANTONIO MORENO
ADOLPHE MENJOU
MALCOLM McGREGOR
PERCY MARMONT
CARMEL MYERS
MATT MOORE
RAYMOND McKEE

RAMON NOVARRO
CONRAD NAGEL

PAT O'MALLEY
SALLY O'NEILL

AILEEN PRINGLE
ZASU PITTS

VERA REYNOLDS

NORMA SHEARER
BLANCHE SWEET
PAULINE STARKE
LEWIS STONE
ANITA STEWART
GEORGE SIEGMANN

CONWAY TEARLE
ALICE TERRY
CLAIRE WINDSOR

Metro Goldwyn
The Talk of The Industry

Marion Davies

in

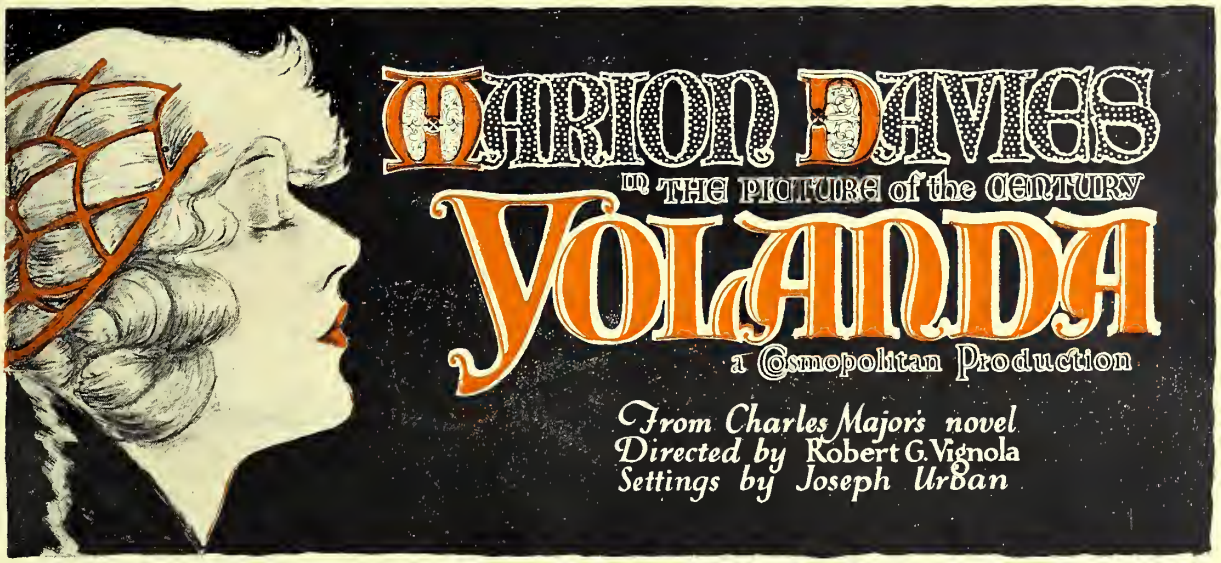
YOLANDA

A Cosmopolitan Production

From the novel by Charles Major

RARE BEAUTY, UNUSUAL THRILLS CAPTIVATING ROMANCE, IN SETTINGS OF BREATH-TAKING MAGNIFICENCE.

Metro Goldwyn Picture



A GRIPPINGLY beautiful and thrilling love story by an author whose romantic fiction commands an enormous following of potential picture patrons.

A vivid, colorful fragment of the Age of Chivalry, of valour and tumultous action, centered around the flowerlike beauty of Marion Davies who excels in the pleasing role of Yolanda, Maid of Burgundy. A costly pageant of love, hate and ambition containing endless possibilities for real showmanship.

Action — essential to a successful picture—is predominant; spectacular drama is ever present; whimiscal comedy is not lacking; vast assemblages and gorgeous gowns hold the eye and charm the senses. Attacks, captures and rescues, the pulse quickening duel on the Field of Honour, the battle on the drawbridge and the final death leap of hundreds of armoured horsemen into the waters of the moat carry "Yolanda" along with a rythmic, dynamic swing that captivates and entrances.

"Yolanda" and Marion Davies provide the pictorial change that every audience relishes.

Miss Davies is supported by Ralph Graves as Prince Maximilian; Holbrook Blinn as King Louis XI; Lynn Harding as Charles the Bold; Ian MacLaren as Campo Basso the False.

A COSMOPOLITAN PRODUCTION :: A METRO-GOLDWYN PICTURE

PETER B. KYNE'S
Great Story of the
South Seas
Never the Twain Shall Meet
Directed by MAURICE TOURNEUR
A Cosmopolitan Production.
Peter B. Kyne's fascinating story of the tremendous love-tempest that involved a dark-eyed daughter of the South Seas and a hitherto unimpressionable son of the white race, was endowed with tingling, thrilling life in the actual locale of the original story—on the Island of Tahiti, on board the R.M.S "Tahiti" and on a salt-encrusted Pacific schooner.
This powerful love-story contains unique possibilities for real showmanship and is one that holds unusual interest for Australians and New Zealanders.
A Metro Goldwyn Picture

Never the Twain Shall Meet
PETER B. KYNE
Never the Twain Shall Meet
PETER B. KYNE's
NEW NOVEL
A Cosmopolitan Production
With
ANITA STEWART
BERT LYTELL
HUNTLEY GORDON
JUSTINE JOHNSTONE
GEORGE SEIGMANN
LIONEL BELMORE
FLORENCE TURNER
Directed by
MAURICE TOURNEUR
A Metro-Goldwyn Picture
TAHITI

MARION DAVIES

in

"ZANDER the GREAT"

with

HARRISON FORD
HOBART BOSWORTH
HOLBROOK BLINN
HARRY MYERS
and
Master John Huff

Well-known, well-liked names, laughs, tears, thrills, romantic adventure and rip-roaring comedy all have their cash value at the box office. The picture that carries a maximum amount of these important qualities draws maximum business.

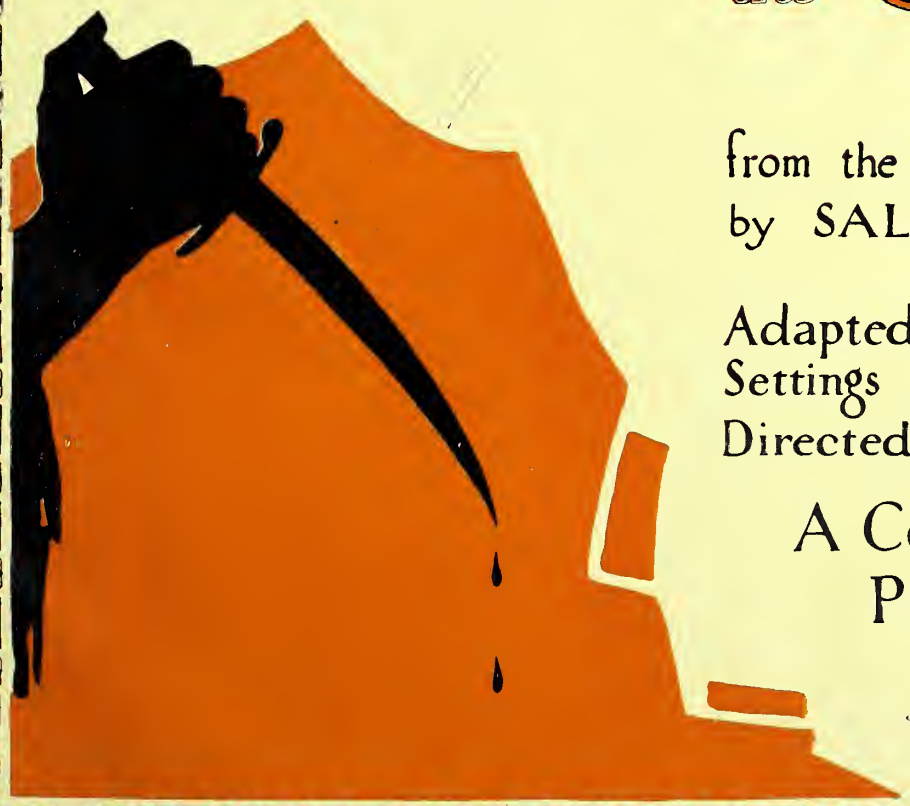
Introduce "Zanda" to your patrons because it is packed wtih the stuff that modern audiences clamour for—pay for and stand in a queue for.

Marion Davies will grip their imagination, coax their tears and drive them away with boisterous laughter as the runaway waif who adopts another waif—Zander the Great—and takes him to Mexico to find his wandering father. In this role she scores mightily, and as the brisk maiden whose beauty makes a bold, bad law-breaker neglect his business she chalks up the greatest dramatic-comedy role of her career.

Directed by George W. Hill.

A COSMOPOLITAN PRODUCTION
A METRO-GOLDWYN PICTURE

MARION DAVIES in ZANDER the GREAT



from the famous stage play
by SALISBURY FIELD

Adapted by Frances Marion
Settings by Joseph Urban
Directed by GEORGE HILL

A Cosmopolitan Production

Metro Goldwyn Picture

FORTHCOMING

Metro-Goldwyn PRODUCTIONS

Marion Davies in
"THE MERRY WIVES OF GOTHAM."

John Gilbert in
"THE BIG PARADE"
A King Vidor Production.

Lon Chaney in
"THE TOWER OF LIES"
A Victor Seastrom Production
And also in
"THE UNHOLY THREE"
With Mae Busch and Matt Moore
A Tod Browning Production
And
"SPAN OF LIFE."

John Gilbert and Eleanor Boardman in
"THE UNDYING PAST"
A Victor Seastrom Production.

Alice Terry and Antonio Moreno in
"MARE NOSTRUM"
By Blasco Ibanez
A Rex Ingram Production.

"THE MYSTERIOUS ISLAND"
By Jules Verne
A Technicolour Masterpiece.

"THE BARRIER"
Based on Rex Beach's story.

Three Elinor Glyn Productions
"THE REASON WHY"
With Pauline Starke.
"THE MAN AND THE MOMENT."
and
"THE ONLY THING."

Ramon Novarro in
"THE VIRGIN FLAME"
Directed by Monta Bell
And also in
"THE SCANDAL"
By Vicente Blasco Ibanez.

Lillian Gish in the first of Three Productions
"THE OUTSIDER"
From the famous stage play.

Mae Murray in
"THE CHARITY BALL"
And another Special Production.

JACKIE COOGAN in Two Feature Productions.

ARS GRATIA ARTIS
METRO-GOLDWYN
PICTURES

FORTHCOMING
Metro-Goldwyn
PRODUCTIONS

Sally O'Neill
The Vivacious New Screen Discovery
in
"PATSY"
Directed by Marshall Neilan.
In
"DON'T"
Rupert Hughes' Production of his own story.
And
"LOVEY MARY"
A King Vidor Production.

Eleanor Boardman and Conway Tearle in
"THE CIRCLE"
By Somerset Maugham
Directed by Frank Borzage.

"THE TEMPTRESS"
By Vicente Blasco Ibanez.

"WRATH"
With Conrad Nagel and Pauline Starke.
Directed by Edmund Goulding.

Eleanor Boardman
in
"YOU TOO"

Aileen Pringle and Conway Tearle
in
"A LADY OF LEISURE"

Norma Shearer and Lew Cody in
"DANCE MADNESS"

Eleanor Boardman and Conrad Nagel in
"MONEY TALKS"
From the story by Rupert Hughes.

Carmel Myers and Lew Cody in
"OH! YOU WOMEN!"
Directed by Hobart Henley.

"PRETTY LADIES"
A Monta Bell Production
With Tom Moore and Paulette Duval.

Conrad Nagel and Kathleen Key in
"BEHIND THE SCREEN"

"AN EXCHANGE OF WIVES"
With Conrad Nagel, Claire Windsor and Carmel Myers.
Directed by Hobart Henley.

Claire Windsor and William Haines in
"WHITE HEAT"

ARS GRATIA ARTIS
METRO-GOLDWYN
PICTURES

METRO-GOLDWYN FILMS LTD.

SPECIALISING IN SERVICE TO EXHIBITORS in Australia and New Zealand

Metro-Goldwyn Films Ltd.

Managing Director:
N. BERNARD FREEMAN

Head Office:
MANCHESTER UNITY BUILDING
Castlereagh Street, Sydney, N.S.W.

New South Wales Branch Office:
11th Floor, Manchester Unity Building

Storage Vaults, Film Despatch and Theatre:
12th Floor (same address)

New Zealand:
WELLINGTON :: AUCKLAND
(Offices to be appointed)

Victorian Branch:
RONN SHAFTO, Manager
(Offices to be appointed)

South Australian Branch:
SOL FREEMAN, Manager
(Offices to be appointed)

Queensland Branch:
LES ANDREWS, Manager
Maratime Buildings
Circular Quay
Brisbane

West Australian Branch:
(Offices to be appointed)

SUPPORT

Exceptionally high-grade "support" will be supplied with all Metro-Goldwyn releases and included amongst them will be such series as "Screen Snapshots," and Fleischer's "Out of the Ink Well Cartoons." The popular Pathe Gazette—both European and American news—will be provided as well as Metro-Goldwyn's Australasian News Reel.

SERVICE

PUBLICITY.

The Publicity Department of Metro-Goldwyn Films Ltd. exists as much for the purpose of giving efficient advertising aid to exhibitors as for the advertising of Metro-Goldwyn Product. The fullest assistance possible will be instantly rendered to all Exhibitors who will honour us by enlisting our services.

EXHIBITORS' SERVICE BOOKS.

Metro-Goldwyn Service Books—issued in conjunction with every picture—are designed to meet every Exhibitor's need as far as it is humanly possible to do so. The entire contents of each Service Book are prepared from practical knowledge of Australian conditions, and nothing is included which cannot be used by Exhibitors.

ADVANCE BULLETINS.

Every Exhibitor will be kept in touch with the progress of Metro-Goldwyn by means of weekly Bulletin letters dealing with production matters of importance to Exhibitors. Leading newspapers in the Commonwealth and in New Zealand will be supplied with weekly Bulletins containing real readable news matter.

NATIONAL ADVERTISING.

Metro-Goldwyn Productions will be supported by a comprehensive national advertising campaign in newspapers and other mediums. This campaign will be so designed that individual Exhibitors will obtain the utmost publicity from it.

ACCESSORIES.

A complete range of advertising accessories is obtainable with each Metro-Goldwyn Production. Slides in various designs, Couriers and Novelties, 1-, 2- and 3-column advertising Blocks and Mats, single column Star's heads in line and half-tone, music cue-sheets, trailers, litho and off-set Day Bills, 8 x 10 Stills, 11 x 14 and 22 x 28 coloured Photos, 1-sheets, 3-sheets, 12-sheets, and 24-sheets, can be obtained at all Metro-Goldwyn Branches.

Litho posters are prepared by Tookers, New York, who have no rivals in poster art.

This Book is entirely an Australian production, and is a testimony to Australian brains and craftsmanship. Edited by Will Kirkup. Designs by Fred Powis, Metro-Goldwyn Art department. All blocks by Ben Jordan Ltd., Sydney. Entirely set up and printed by Messrs. Waite & Bull, Sydney.

EXPLOITATION.

The recently developed science of Picture Exploitation, aptly described as "the final drive for added profits," will receive the consideration it deserves from Metro-Goldwyn. A department dealing exclusively with Exploitation in all its branches is being established in conjunction with the Australasian Head Office.

DEPARTMENT OF THEATRICAL PRESENTATION.

In order that such Metro-Goldwyn Productions as "THE WHITE SISTER," "BEN HUR," "THE MERRY WIDOW," "GREED," and others of like magnitude may be presented in a manner worthy of a first-class stage production, a Theatrical Department is being created in order to provide expert co-operation to Exhibitors who wish to make use of it. This Department will exist solely for the purpose of assisting Exhibitors to present Metro-Goldwyn Theatrical Attractions to the best advantage and in a manner calculated to draw maximum business.

No

Is it any

Metro

I

Too Tall Of

Wow!

I wonder that

Kolduje

Is

no Indistry

Scanned from the collection of
The Museum of Modern Art
Department of Film

Coordinated by the
Media History Digital Library
www.mediahistoryproject.org

Funded by a donation from
Columbia University Libraries